

UNIVERSITY OF SWAZILAND
FACULTY OF HUMANITIES
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
SUPPLEMENTARY EXAMINATION PAPER – JULY, 2018

TITLE OF PAPER: COPYWRITING

COURSE CODE: JMC 335

TIME ALLOWED: 2 HOURS

INSTRUCTIONS:

1. Answer **three (3)** questions.
2. Make sure you proofread your work to eliminate writing errors and resultant loss of marks.
3. Use your own examples to illustrate your answers.

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN
GRANTED BY THE INVIGILATOR**

Question 1

a) Create a headline for the print advertisement shown below. (8)

b) Discuss how you made sure the headline grabs the readers' attention and draws them to the rest of the advertisement. (12)



I don't care how beautiful a dress is. If it tears on the first wear, then it's worthless. I feel the same way about my computer, and that's why I turn to Toshiba. Not only is my 13.3" Portege Laptop super sleek and portable, it's reliable. I can trust Toshiba to iron out all the kinks before I buy. Over 7 hours of battery life and a light 3.2-pound weight make my Portege the best front row accessory. With all the latest trends in top-of-the-line software, support and security features, Toshiba is always my perfect fit.

-Annabella Fleur, Fashion Blogger at Viva Luxury

TOSHIBA
Leading Innovation >>>
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Body copy: I don't care how beautiful a dress is. If it tears on the first wear, then it's worthless. I feel the same way about my computer, and that's why I turn to Toshiba. Not only is my **13.3" Portege Laptop** super sleek and portable, it's reliable. I can trust Toshiba to iron out all kinds of kinks before I buy. Over 7 hours of battery life and a light 3.2 pound weight make my Portege the best front row accessory. With all the latest trends in top-of-the-line software, support and security features. Toshiba is always my perfect fit.

Caption: Amanda Fleur, Fashion Blogger at Viva Luxury

[20 Marks]

Question 2

Discuss how the *Toshiba* advertisement's copy effectively draws the reader to the sales message through tone of voice and language.

[20 Marks]

Question 3

Identify and discuss the major steps that a copywriter would need to take in order to write copy that resonates with the target audience.

[20 Marks]

Question 4

Discuss how radio advertising may be used by a business owner to build awareness and interest for a recently opened coffee shop that caters to corporate professionals in Mbabane. In your answer consider elements that relate to radio as a medium as well as to the nature of radio advertisement copy.

[20 Marks]

Question 5

Television is an exciting medium to showcase products and services. Discuss some useful guidelines a copywriter must follow in order to create a television commercial that is visually compelling and connects with the audience.

[20 Marks]

Question 6

Many assume outdoor advertising is limited in its ability to accomplish marketing goals. With regards to this, discuss how outdoor advertising may build awareness and interest for a brand.

[20 Marks]